

Message Text

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ACTION NEA-10

INFO OCT-01 EUR-12 EB-07 ISO-00 /030 W
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R 200555Z DEC 76
FM AMCONSUL DHAHRAN
TO USDOC
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AMEMBASSY ABU DHABI
AMEMBASSY ATHENS
AMEMBASSY DOHA
AMEMBASSY JIDDA
AMEMBASSY KUWAIT
AMEMBASSY MANAMA
AMEMBASSY MUSCAT
AMEMBASSY TEHRAN

UNCLASSIFIED DHAHRAN 1565

E.O. 11652: N/A
TAGS: BEXP, SA
SUBJECT: USE OF BUILDING ON CONGEN COMPOUND FOR TRADE PROMOTION
EVENTS

REF: DHAHRAN 1489 (NOTAL); USDOC 21058 (NOTAL)

1. CONTENTS OF USDOC REFTEL MOST WELCOME. APRIL 10-14 TIMING PERFECT
AS EXHIBITION SPACE IS AVAILABLE, WEATHER IDEAL, AND, ACCORDING
TO OUR INFORMATION, THERE IS NO COMPETING FURNITURE EXHIBITION
IN EUROPE, AT THAT TIME, WHICH WILL DRAW MARKET'S ATTENTION AWAY
FROM DHAHRAN JEEP.

2. DELIGHTED KINNEAR HAS BEEN SELECTED TO ASSIST IN PUTTING
ON EXHIBITION. PLANNED LENGTH OF KINNEAR STAY IN DHAHRAN
SHOULD BE AMPLE. WHEN BUSINESS AND INSTITUTIONAL FURNITURE
MANUFACTURERS ASSN (FIFMA) REP STAATERMAN WAS HERE HE
INDICATED THAT HE WOULD HAVE SUPPORT TEAM IN DHAHRAN TO PUT
ON EXHIBITION. WOULD APPRECIATE KNOWING APPROXIMATE ETA
FOR THAT TEAM AND NUMBER INVOLVED IN OGGER TO RESERVE

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ACCOMMODATIONS ON COMPOUND. ALSO, DOES BIFMA PLAN TO SHIP
NUFURNITURE BY ROLL ON-ROLL OFF (RO-RO) SHIP OR BY AIR? IN
VIEW OF THRDD MONTHS LEAD TIME, BIFMA MAY WISH TO RO-RO ITS
EXHIBITION MATERIAL TO DAMMAM AS FREIGHT RATES SHOULD BE
LOWER THAN AIR FREIGHT COSTS.

3. RE LOCAL COSTS, RENT OF SCHOOL GYM/AUDITORIUM IS \$120

PER DAY (AN AMOUNT COMPUTED TO DEFRAY LIGHTING, AIR CONDITIONING, CUSTODIAL SERVICES AND OTHER MISC. EXPENSES). WE ASSUME EXHIBITION WILL WISH TO HAVE OPENING DAY RECEPTION, IF SO, RECEPTION SHOULD BE BUDGETED FOR AROUND \$600, WHICH WE MIGHT SHAVE SOMEWHAT DEPENDING ON NUMBERS INVOLVED. POSTAGE QFD MIS. INVITATIONAL EXPENSES: \$100. IF SPECIAL LIGHTING EFFECTS OR ELECTRIC OUTLETS DESIRED, EXPENSE OF HIRING ELECTRICIAN SHOULD BE INCLUDED (GYM/AUDITORIUM ONLY HAS OVERHEAD LIGHTING AND ONE SET OF ELECTRIC OUTLETS AT SOUTH END OF BUILDING. ALSO, ADVISE STAATERMAN THAT PROBLEM OF PARTITIONING OFF GYM HAS BEEN AT LEAST PARTIALLY RESOLVED SINCE HE WAS HERE. SCHOOL HAS TAKEN DELIVERY OF GYM MATS WITH ALTERNATING RED AND BLUE PANELS. WHEN MATS ARE STOOD ON END IN ZIG-ZAG FASHION, THEY MAKE ATTRACTIVE SCREEN SEVEN FEET HIGH.

4. POST WOULD APPRECIATE RECEIVING AS SOON AS POSSIBLE A GOOD SUMMARY OF TYPES AND VARIETY OF FURNITURE TO BE EXHIBITED AS WELL AS NAMES OF BIFMA MEMBERS EXHIBITING. SUMMARY WILL BE HELPFUL IN DRAWING MARKET'S ATTENTION TO EXHIBIT AS WEALL AS IN ASSISTING US AND NEIGHBORING POSTS TO DRAW UP MAILING LIST FOR DIRECT-MAIL ADVERTISING CAMPAIGN LATER ON.

5. IN TERMS OF EXPENSE OUT HERE, THE KEY TO SUCCESS OF BIFMA JEEP WILL BE THE QUALITY AND TIMELINESS OF ADVERTISING CAMPAIGN MOUNTED IN SUPITRT OF TRADE SHOW. AS POST HOPES TO DRAW BUSINESSMEN FROM NEARBY GULF COUNTRIES, IT WOULD BE HELPFUL IF EMBASSIES IN THOSE COUNTRIES COULD RECOMMEND WHAT THEY REQUIRE IN ORDER TO PROMOTE THIS TRADE EVENT. FOR MOST GULF POSTS AND EMBASSY JIDDA, MAILING OF BROCHURE (WITH INSERT SHOWING AIRLINE SCHEDULES WHICH WOULD PERMIT LOCAL BUSINESSMEN TO TRAVEL TO DHAHRAN AND RETURN ON SAME DAY) WILL PROBABLY SUFFICE. SOME OTHER ADVERTISING, TAKING LOCAL UNCLASSIFIED

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CONDITIONS INTO CONSIDERATION, MAY BE HELPFUL HOWEVER.

6. IN REGARD TO ADVANCE PROMOTION FOR BIFMA JEEP, POST CANNOT OVER-EMPHASIZE IMPORTANCE OF GETTING OUT ADVERTISING MATERIAL MONTH OR MORE IN ADVANCE OF APRIL 10-14 EVENT. POST CAN DITTO OFF BRIEF ARABIC TRANSLATION IF THAT ASPECT OF PRINTING COULD SLOW PROCURE'S PUBLICATION. IN ANY CASE, POST

WISHES TO HAVE PROMOTIONAL LITERATURE BY MARCH 1 AND WE ASSUME NEIGHBORING GULF POSTS AND EMBASSY JIDDA WILL WISH SAME LEAD TIME.

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